

Return

Brand Identity Guidelines

V. 1.0

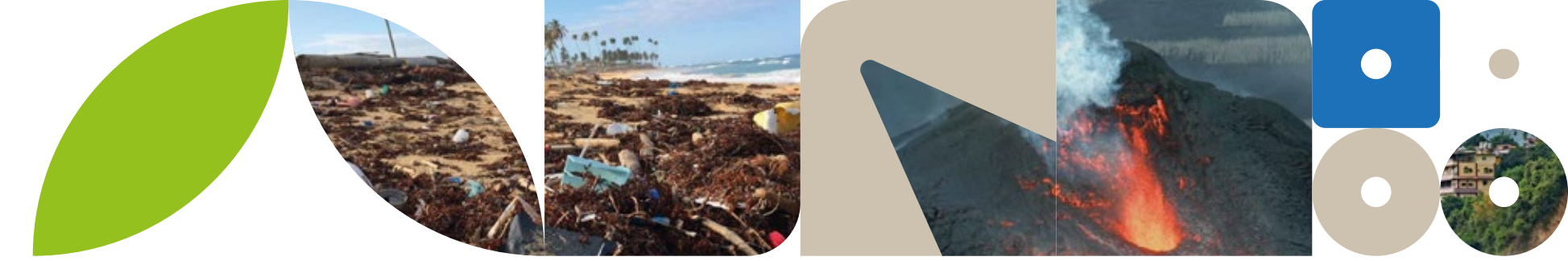


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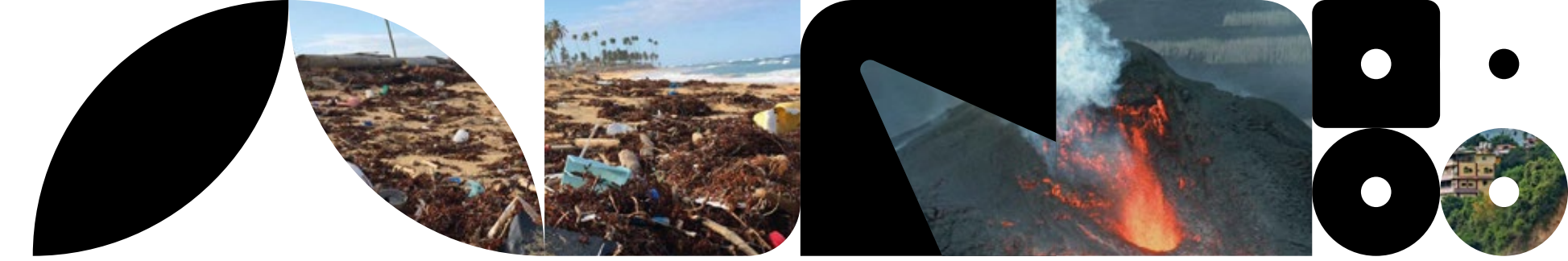
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Logo



 Return

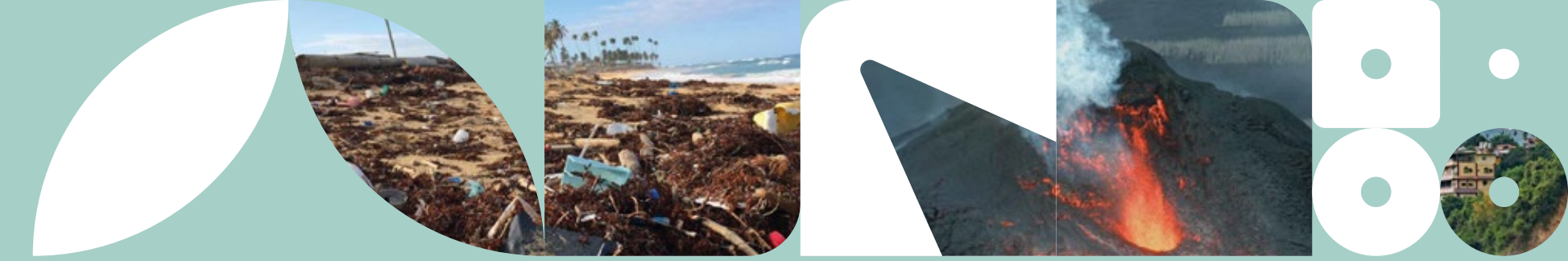
Monochrome Logo



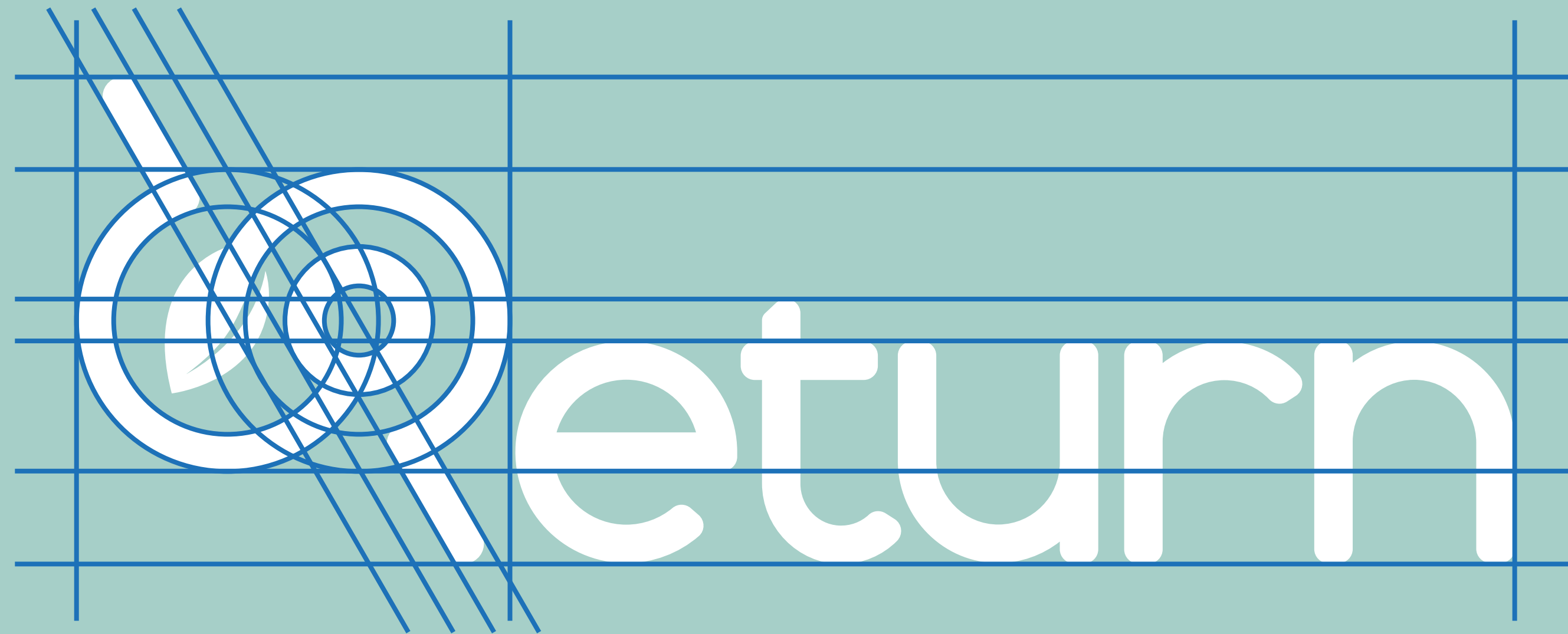
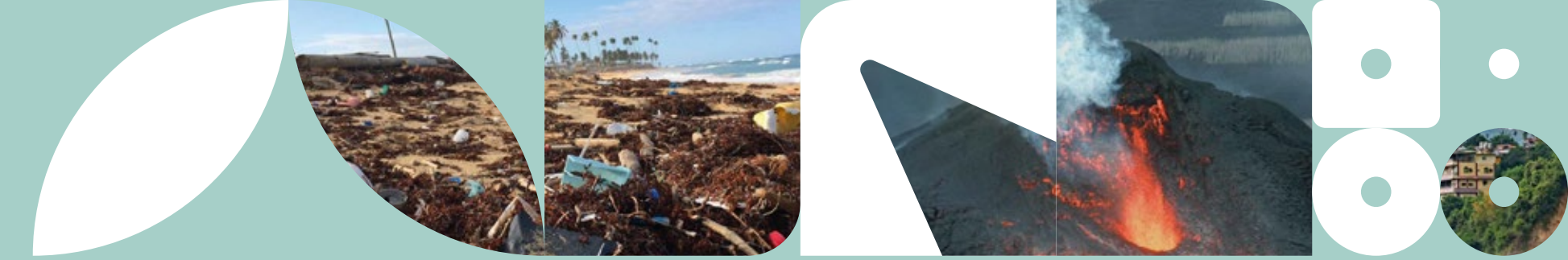
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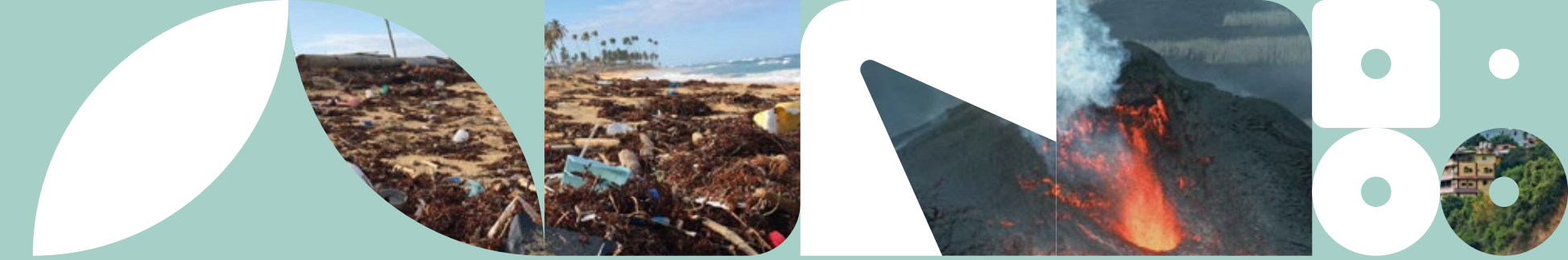
Safe Area



Logo Construction



Minimum Dimension



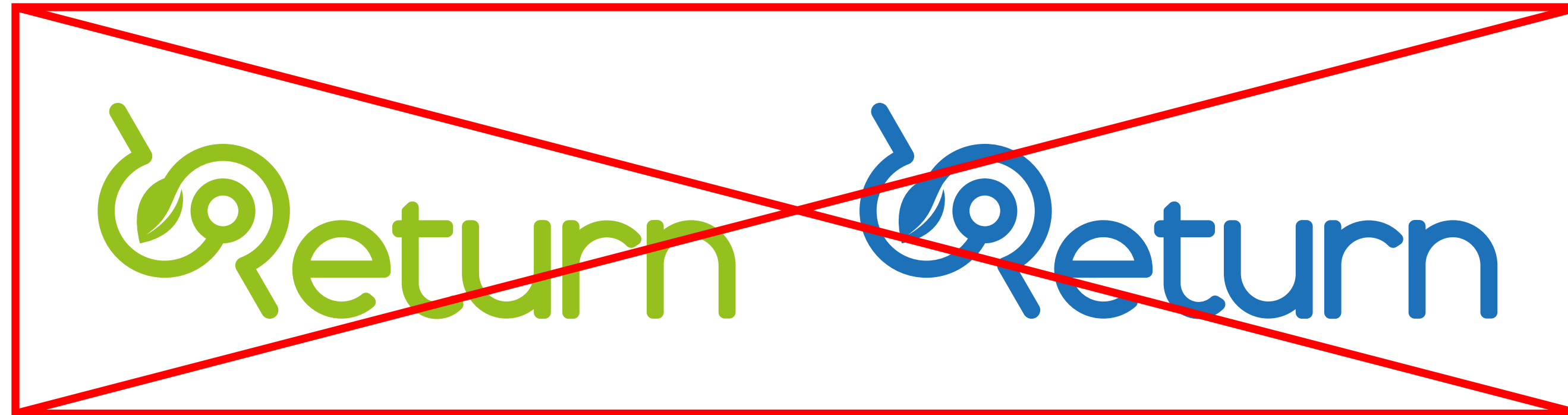
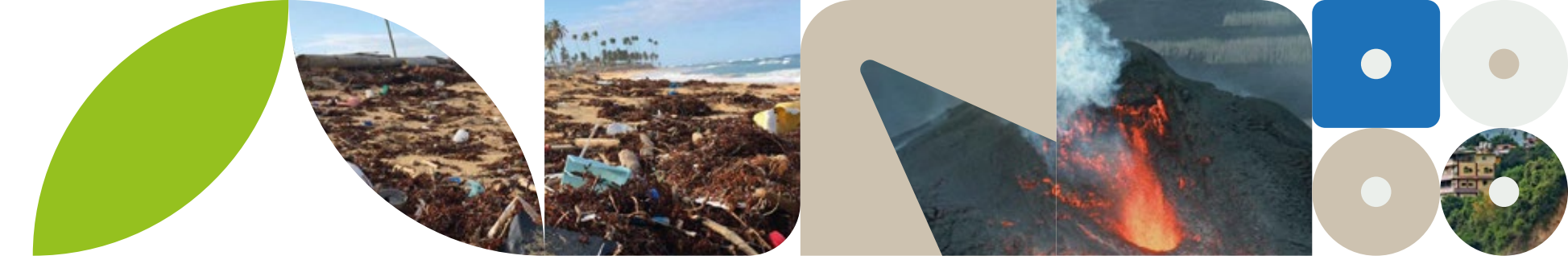
Return

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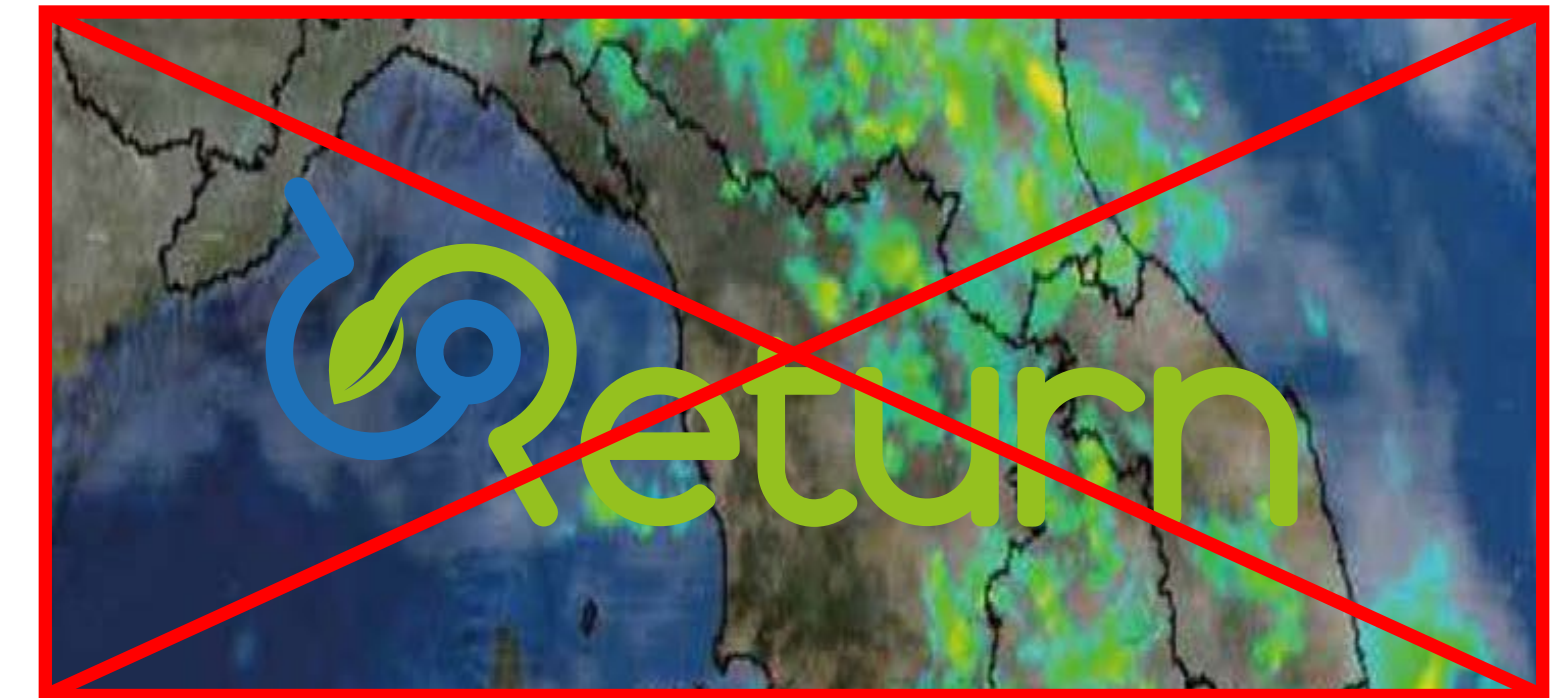
30x10 px

10x3 mm

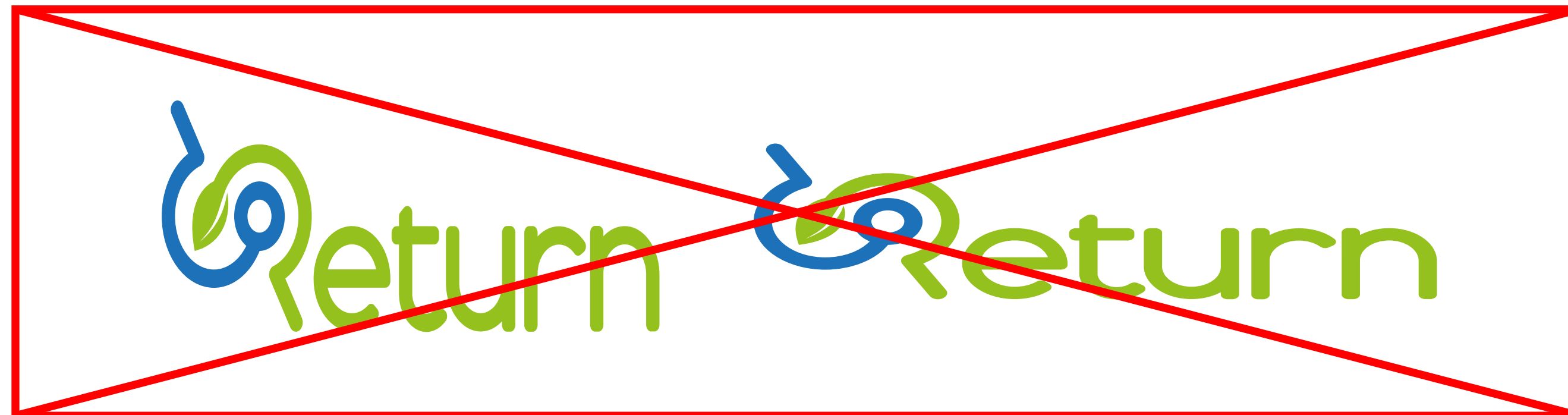
Dont's



The main version of the logo must always keep the green and the blue colors.



Never put the logo over a confusing background.

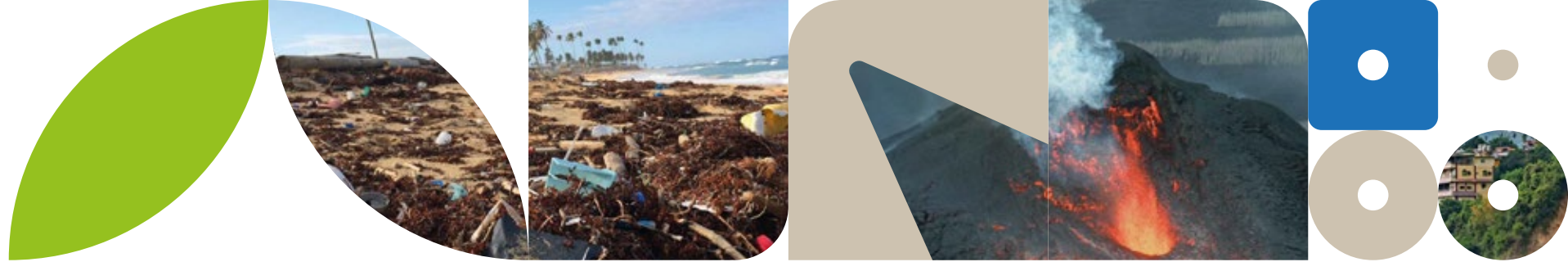


Never stretch the proportions of the logo.



Never apply properties like shadows or traces to the logo outline.

Color Palette



#95C11F
R149 G193 B31
C50 M0 Y100 K0



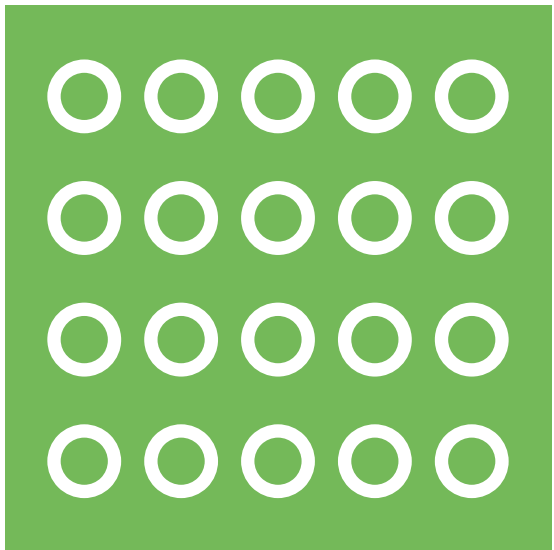
#1D71B8
R29 G113 B184
C85 M50 Y0 K0



#EBEFEB
R235 G239 B235
C10 M5 Y10 K0



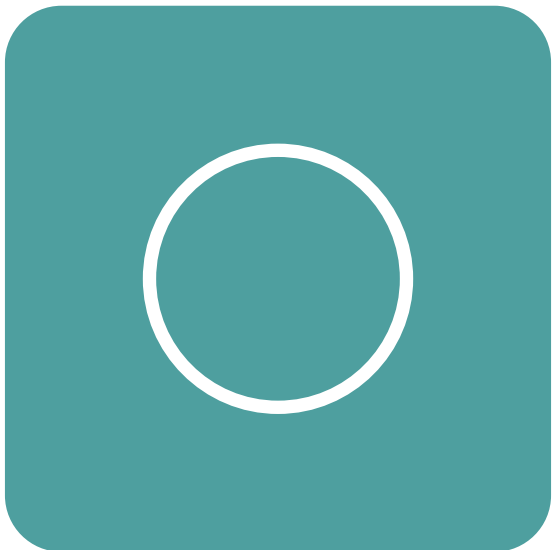
#CDC2B0
R235 G239 B235
C20 M20 Y30 K5



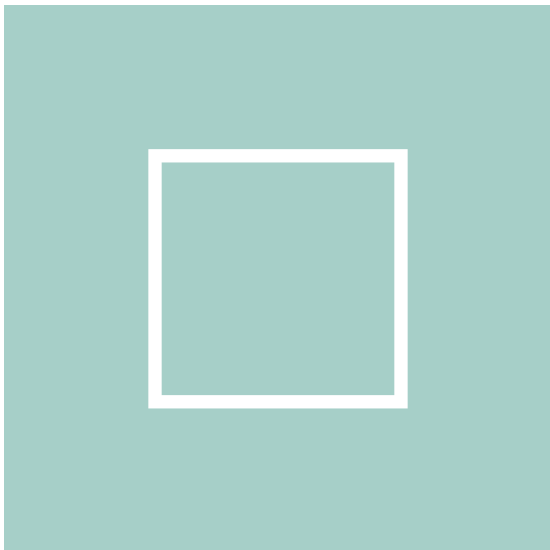
#74B959
R116 G185 B89
C60 M0 Y80 K0



#647A84
R100 G122 B132
C30 M0 Y0 K60

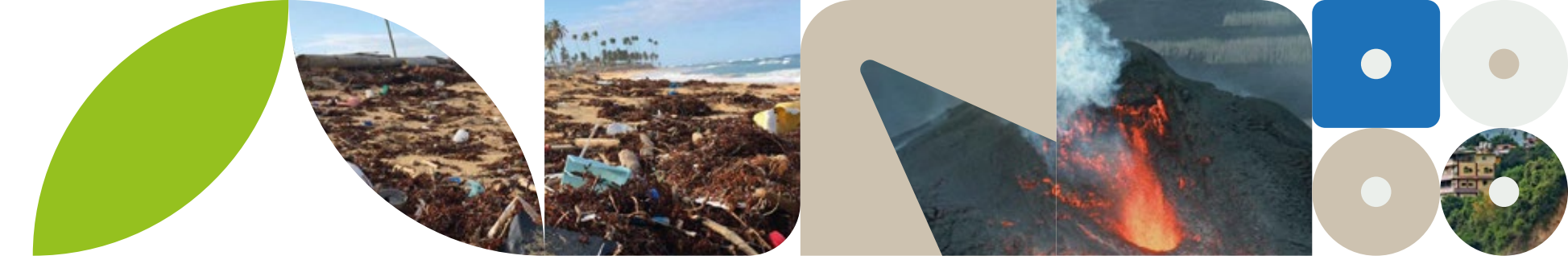


#4E9F9F
R78 G159 B159
C70 M20 Y40 K0



#A6CFC8
R166 G207 B200
C40 M5 Y25 K0

Typography



Comfortaa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
(!#€%&/.|*',?::)

Comfortaa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
(!#€%&/.|*',?::)

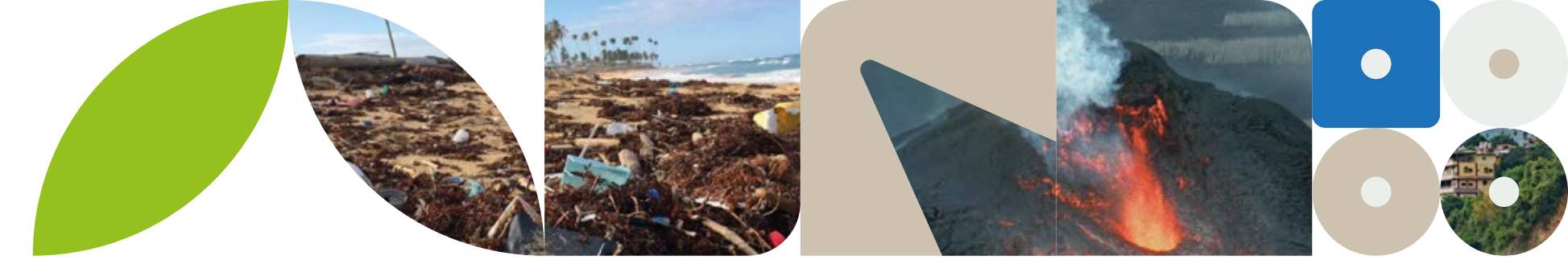
Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
(!#€%&/.|*',?::)

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
(!#€%&/.|*',?::)

Visual Elements

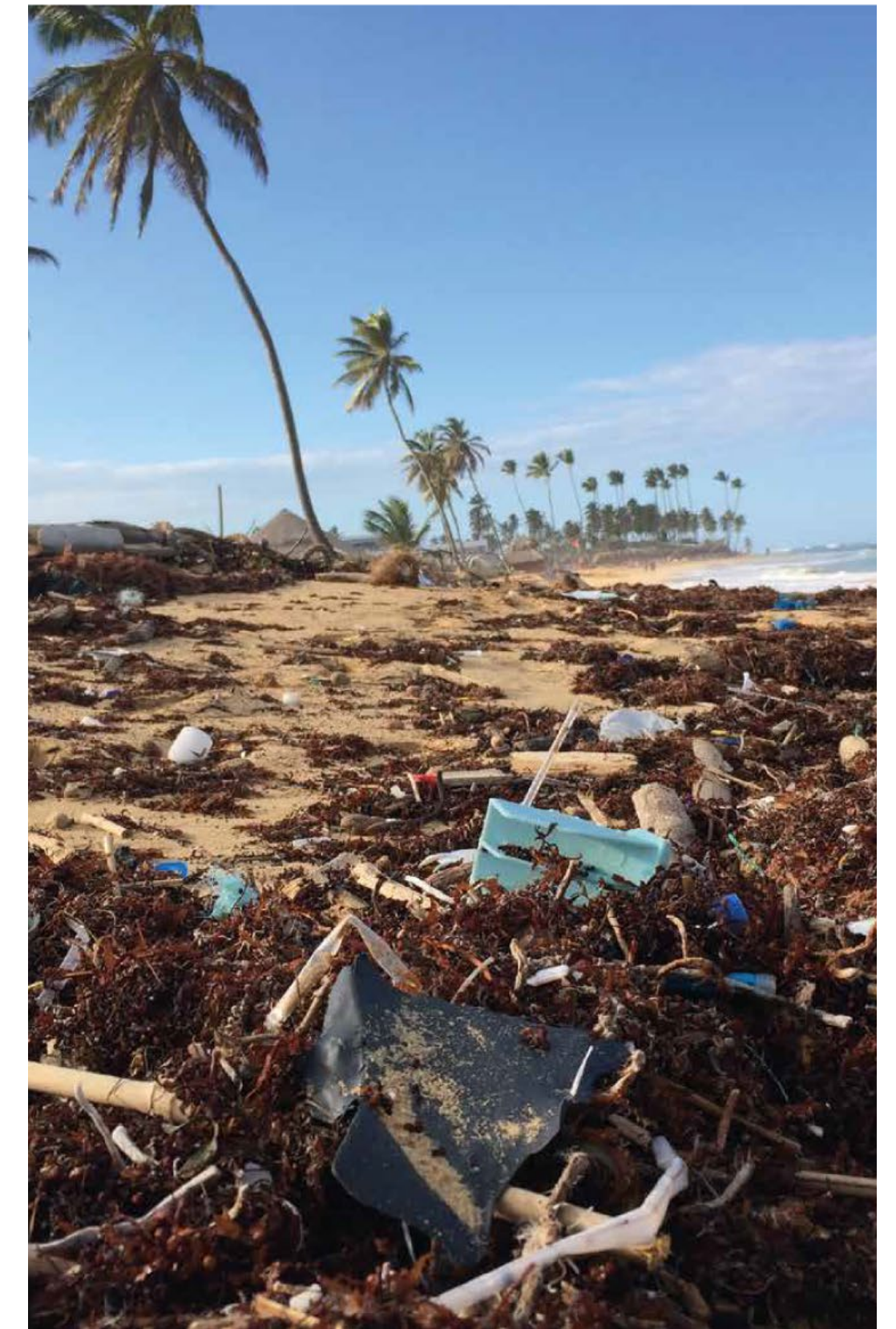
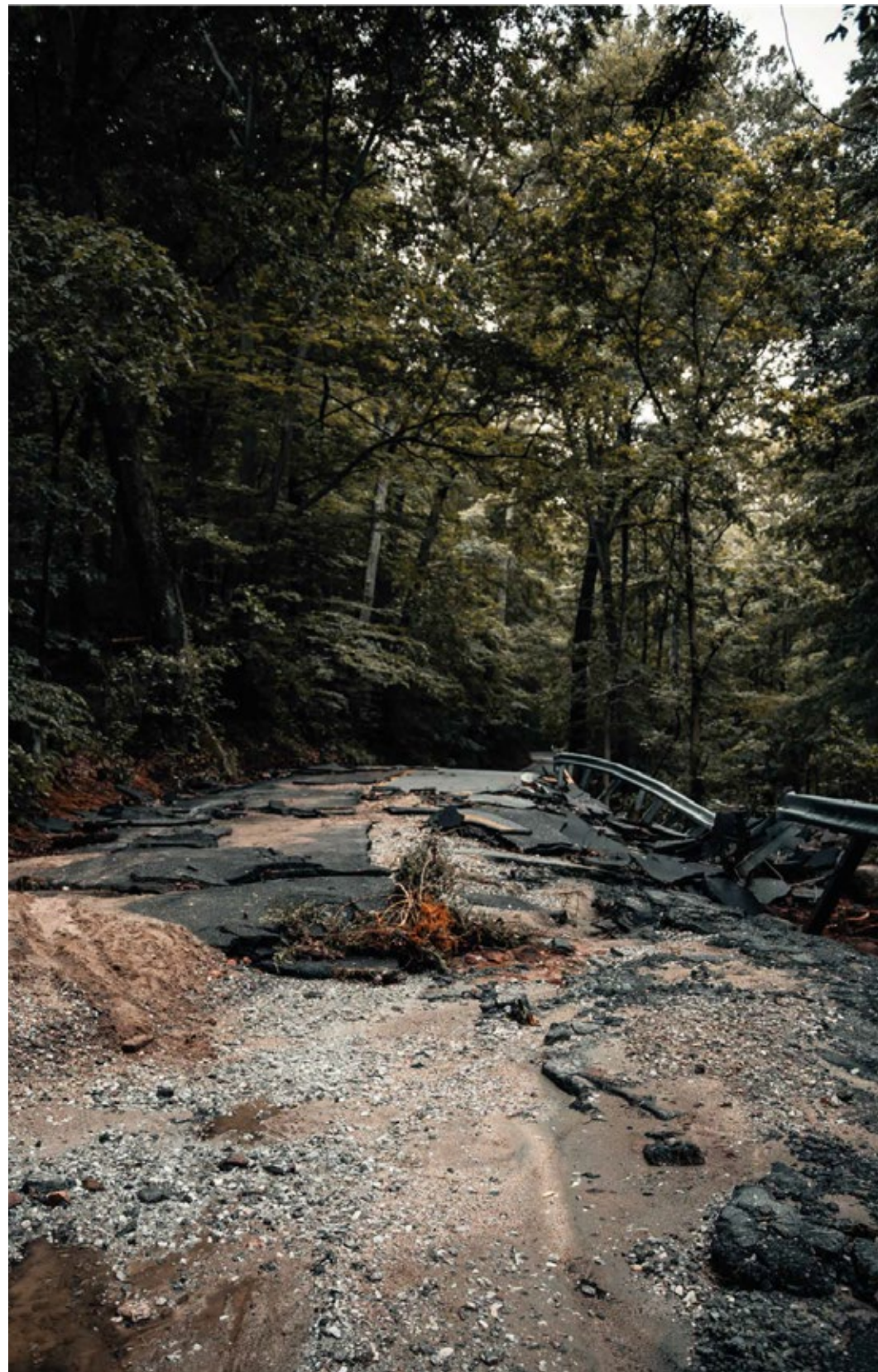
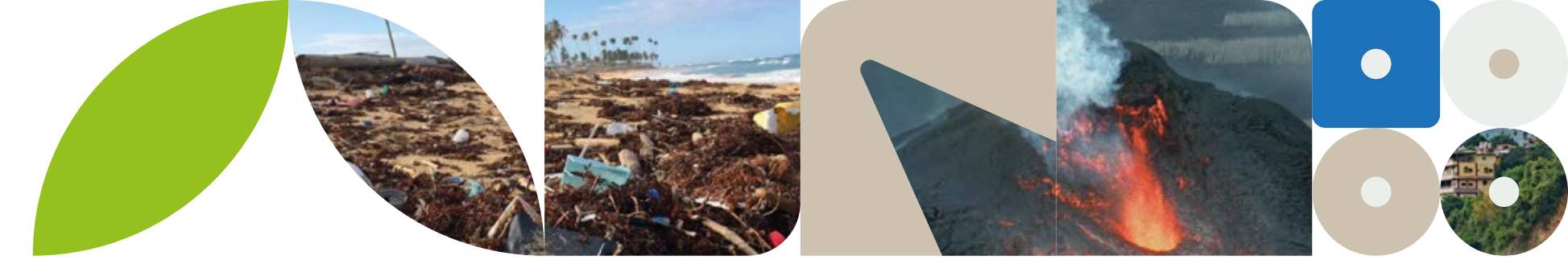


This element can be used as a pattern to cover big areas . Never use it on a colored background.



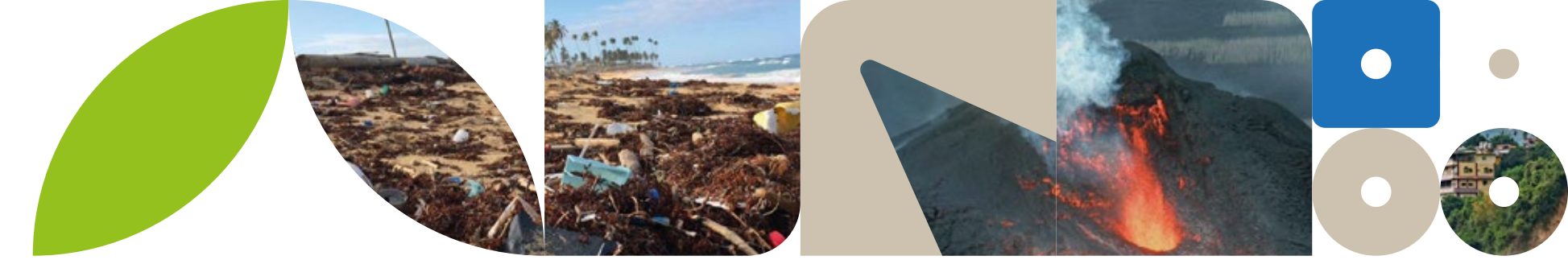
There is also a secon pattern, composed by shapes and images. On a colored background, always use the monochrome version.

Imagery

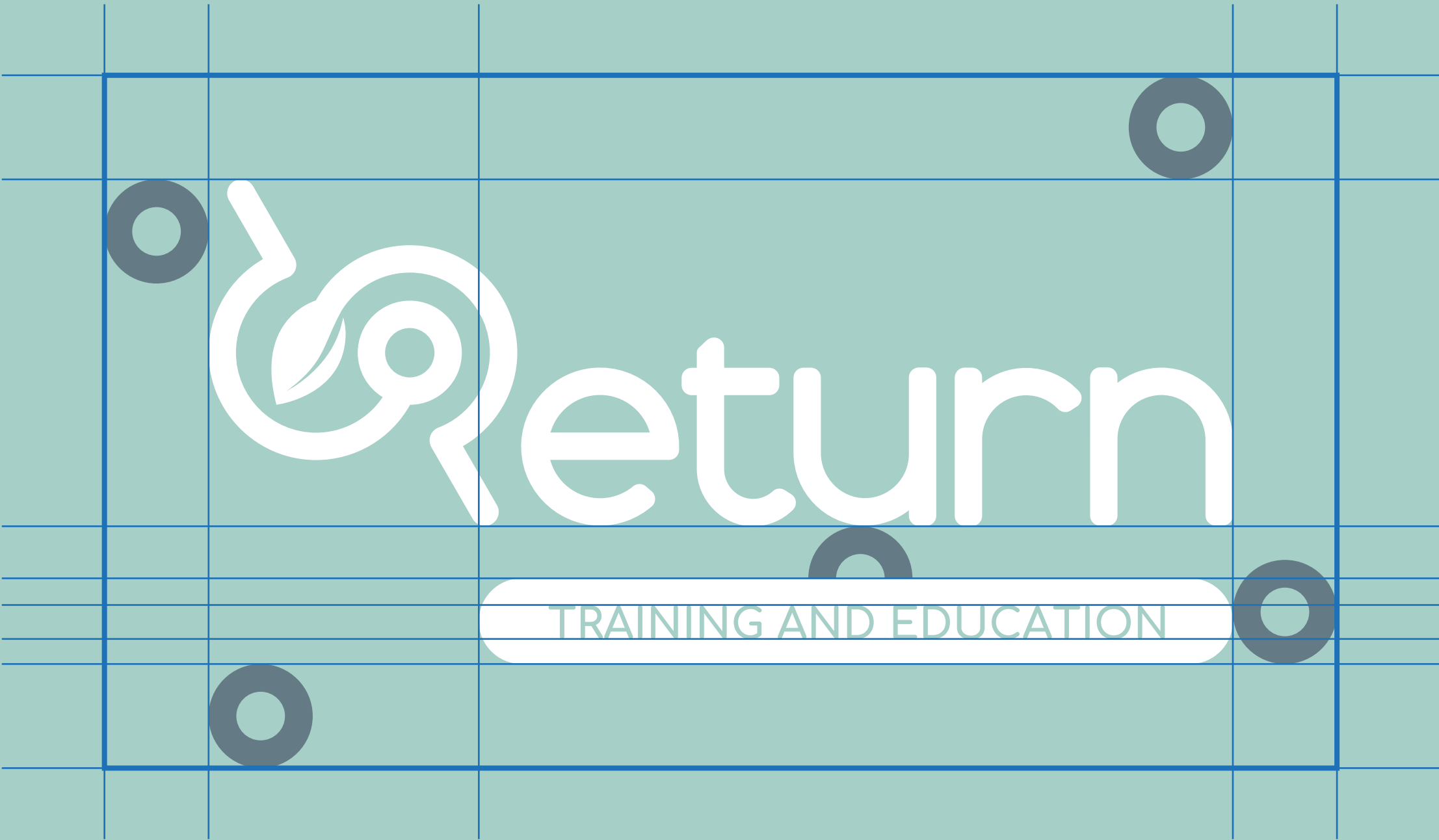


Always pick images that depict struggling nature or that show the effects of natural disasters on the environment.

Training and Education



Side Project Guidelines



110x50 px
40x20 mm

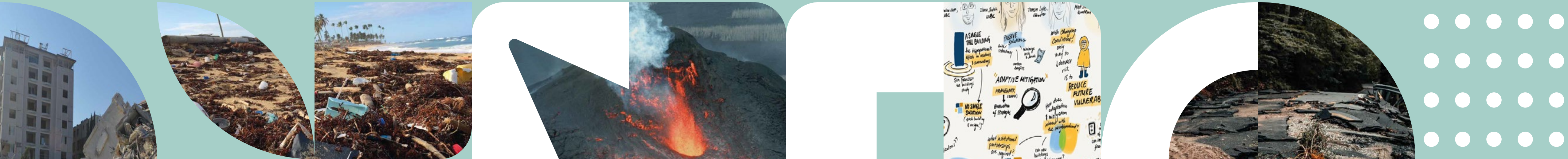


In the need of other logos for other side projects, always take in consideration the space that starts from the drop of the letter “R” and ends on the last leg of the letter “n”.



Brand Identity Guidelines

Latest Update: July 2024



The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules.

Contact us at:
pm@fondazionereturn.it

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